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Measurement Measure: Culinary Tourism Event

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Abstract

Food and tourism have been inextricably linked since the dawn of civilization, as travel is associated with civilization and was made possible by the invention of the wheel. Practically, food use in tourism is a recent phenomenon in which tourism is more interesting and attractive to tourists, irrespective of their types. The study's main objective is to assess culinary tourists' expectations and perceptions of culinary events. Twenty-four attributes related to the culinary event were considered for measuring culinary tourists' expectations and perceptions. In this exploratory study, data was collected from 85 respondents who attended the culinary event using purposeful sampling and 75 respondents' responses were used for data analysis. The questionnaire has been framed using five-point Likert scales. Scopus Data base was used to select the most available documents of the study by using co-citation in bibliometric analysis. The data were analysed with the version SPSS 19.0. Mean, SD and percentage were used as descriptive statistical tools for summarizing collected Data and paired t-test was used as inferential statistical tools for drawing conclusions.

Statistical findings show that the expectations and perceptions of tourists differ significantly. Food and beverage price expectations vary considerably, as do perception gaps. The number of items available from tourist expectations and perceptions is reduced. Other factors contribute

to the attraction of tourists. The study helps marketers and promoters by understanding the needs and wants of tourists in various ways. This helps to increase the arrivals of tourists and to reduce the gaps between expectations and perceptions.

Keywords: Culinary tourist, Culinary event, Expectation and perception, Food, Tourism.

Introduction

Food means cooked food, and prepared beverages which have a significant role in motivating tourists/visitors to attract the destination. It is scientifically proved that without food, human beings cannot survive. Without survival, human beings cannot travel. If travel is not possible, no tourism can be possible at all. No one can ignore food irrespective of their location and time. Now the question arises Food may be the principal resource or supporting resource in tourism.

According (Smith & Costello, 2009), "Principal resources are those with the strongest pulling power, motivating a tourist to travel. On the other hand, supporting resources are those that supplement a destination's appeal, but do not motivate an individual to travel. More recently, food is being considered a principal resource, attracting individuals to travel and visit a destination specifically for the unique food products offered".

Culinary tourism, a part of the travel industry, has a significant role in attracting visitors/tourists to a particular destination for the purposes of the uniqueness of foods and beverages. Culinary tourism is defined by various scholars in various ways.

According to (Wolf, 2002), culinary tourism is defined as 'travel for the search and enjoyment of prepared food and drink'. Culinary tourism is related food or food ways experiences except one's own (*Culinary Tourism - The University Press of Kentucky*, n.d.). Food ways as the 'full spectrum' of behavior surrounding food, to include physical, social, cultural, economic, spiritual, and aesthetic places. own (*Culinary Tourism-The University Press of Kentucky*, n.d.). A variety of food-related characteristics can be included in the construct of foodways, such as food preparation, preservation, cooking techniques, menus planning, presentation, eating

styles, food culture and origin, and lastly food consumption. (*Chapter 6: Gastronomic Tourism Comparing Food and Wine Tourism Experiences | Engineering 360*, n.d.) offered a comprehensive definition of culinary tourism to include: 'visitations to primary and secondary food producers, food festivals, restaurants, and special locations for which food tasting and/or experiencing the attributes of specialist food production as the primary motivation for travel'.

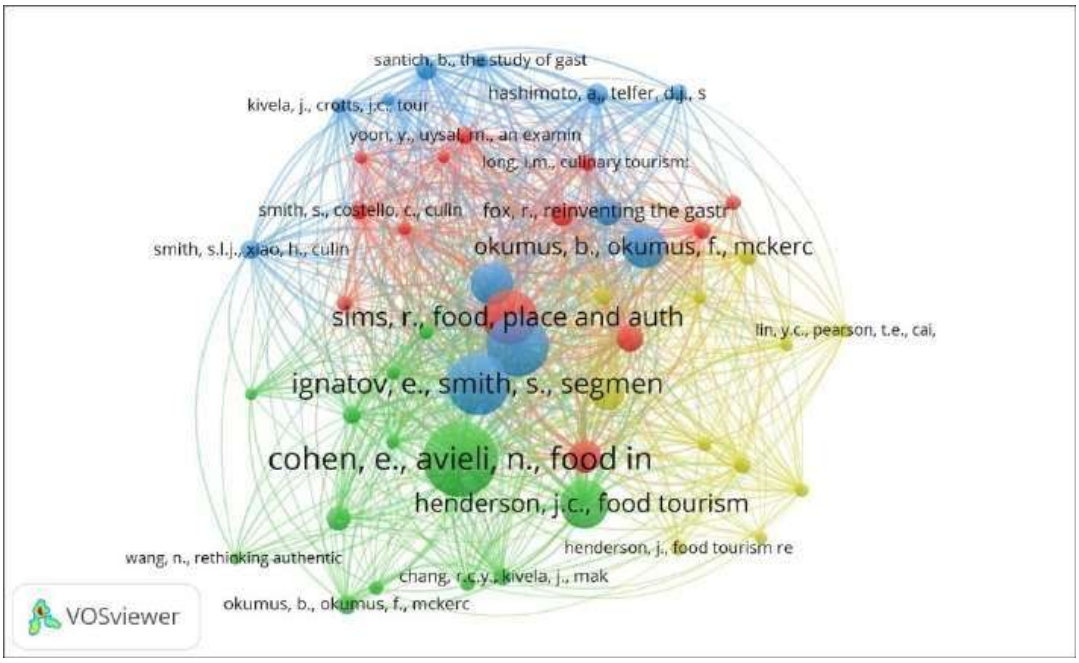
A few years ago, food events were not considered a reason to travel, but with the popularity of the Food Network and the star chef phenomenon, such events are being recognized as attractions in and of themselves (Peers, A., 2006). Cultural assets involving food and food-related elements that are indigenous to the area could be identified as culinary tourism. Culinary experiences can add value to tourism by providing the tourist with a link between local culture, landscape and food, and by creating the 'atmosphere' so essential to a memorable travel experience (Hjalager, A. M. and Richards, G., 2002). Destinations can capitalize on cultural assets and elements of culinary tourism unique to their community for destination image building (Hall, C. M. and Mitchell, R., 2005).

In the context of the culinary tourism, very little study has been conducted to measure the visitors' expectation and perception. The present study mainly has been focused on understanding about the gaps between visitors' expectation and perception of each attributes related to the event.

Literature Review

The secondary sources of the study are the Scopus published Journal papers. Papers are selected through co-citation process with the help of Vos-viewer software. Figure No.1 depicts the papers and their related links. The minimum selection criteria of each paper were 8 citations, 23,869 cited references were found. 50 papers were threshold with 4 clusters with links 791, and total links strength 1997. Figure 2 depicts co-occurrence and key words. The criteria were 5 minimum keywords, 115 key words out of 2496 key words were in the links.

Hospitality-related services such as food & beverage services and lodging play a key role in the tourism industry which may be seen as an important part of the product mix, but strong enough to attract tourists(Gunn, 1993).


santich, b., the study of gast
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kivela, j., crotts, j.c., tour
yoon, y., uysal, m., an examin
long, l.m., culinary tourism:
smith, s., costello, c., culin
fox, r., reinventing the gastr
smith, s.l.j., xiao, h., culin
okumus, b., okumus, f., mckerc
sims, r., food, place and auth
lin, y.c., pearson, t.e., cai,
ignatov, e., smith, s., segmen
cohen, e., avieli, n., food in
henderson, j.c., food tourism
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wang, n., rethinking authentic
chang, r.c.y., kivela, j., mak
okumus, b., okumus, f., mckerc
VOSviewer

Figure No.1 Co-citation- cited references-through Vos viewer (*VOS viewer-Visualizing Scientific Landscapes*, n.d.) software

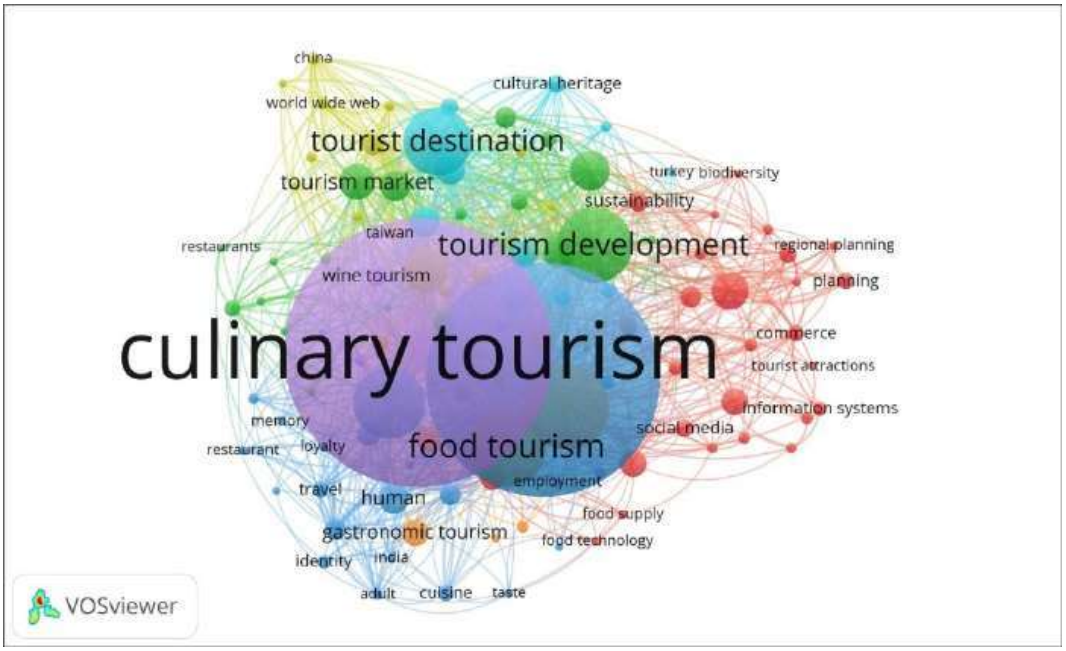

Figure No. 2 Co-occurrence- all key words- through Vosviewer (VOSviewer-Visualizing Scientific Landscapes, n.d.) software

In tourism, the destination has two resources, one is the main resources and the other supports the resources(Godfrey & Clarke, 2000). Key resources play a key role in drawing tourists/visitors' attention. In contrast, supporting resources that supplement

the calls for destinations, but do not contribute significantly to motivate tourists to reach destinations.

Currently, however, food is treated as a powerful means of attracting tourists to the destination (Smith et al., 2010).

(Cohen & Avieli, 2004) have investigated the role of food in tourism. The researchers concluded that the authenticity of food was lost during travel by "environmental bubbles." They studied Japanese tourists (East tourists) and discovered that Japanese people don't appreciate other cuisines. They went to the places where there was Japanese cuisine. But other people eagerly accept cooking in the context of western travellers. The Japanese represent Eastern travellers Cohen and Avieli (2004) suppose. However, they did not study travellers from other countries.

The food and tourist's experience have to do with building the link between food and tourism, developing the consumption typology of tourists, tourists and visitors during their journey (Quan & Wang, 2004). Tourists can get food for (1) a peak (main sight), (2) a secondary or supportive experience, or (3) a range of daily routines. Authors concluded that it is essential to develop/improve food awareness by which destination. Food is related to a macro event. Food festivals are the destination's special identity, and they are also connected as sustainable tourism.

(Heanery, L., & Robertson, G., 2004) have been studying culinary tourism in an Australian for four years in order to understand trends and associated features (1999-2002). Domestic and international, the segmentation of culinary tourists has been achieved through the two broad categories. In addition, domestic tourists are subdivided into day and overnight visitors. Domestic visitors spent more overnight than their visitors in hotels. Day visitors were able to spend more than other food facilities such as restaurants.

Distinct Events Related To Tourism

Tourism exist in different forms, eco-tourism, cultural heritage, adventure and special event tourism, etc. Every type of tourism is defined by its own definition, as different scholars define it in different ways. Scholars also define special event

tourism. The special event was defined by(Getz, 1990) “a one time or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. To the individual, a special event is an opportunity for leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience” (p.44).

Festivals and special events are tourist attractions, but comparisons are difficult (Baum, 1999). A number of attributes should therefore be used in the calculation of festivals and special events (Smith et al., 2010). The same event does not attend homogenous groups of participants (Nicholson & Pearce, 2000).Various kinds of tourists like various kinds of events. Festivals and events focus on branding, culture, patrimony etc., but economic stimuli from festivals are important to the community and destination(Uysal & Gitelson, 1994).

The simple satisfaction formula is considered to be more of a value than expected. From the marketing standpoint, the needs of tourists/visitors from the event must be understood. So, the expectations and their associated views are very important to know. Events require both survival and development economic activities. Identified gaps help marketers/ promoters to understand their customers and offer customers better products in a cost-effective manner.

Methodology

The field of study is Salk Lake Central Park, Bidhannagar, Kolkate, West Bengal, where the food festival ‘AHARE BANGLA’ took place on 20 November 2019 until 24 November 2019.

The study population consists of visitors who come to the festival to get food. Due to lack of a proper data base and no entry fees for the event, the population size cannot be quantified.

Purposive sampling in the survey method was used to collect primary data. The visitors who come to the festival to get the food are the study's sample units. Eighty-five (85) respondents were selected for this purpose. A structured questionnaire based on earlier studies was used to collect data. Questionnaires were distributed

from 2 p.m. to 4 p.m. on event days and collected the filled questionnaire at the time of departure.

The questionnaire was designed and developed based on earlier studies. A five-point Likert scale was used, with 1 being very bad and 5 being excellent. Various attributes like “Food tasting”, “Convenient Parking”, “Food/Beverage Price”, Come / Go, “outdoor activities”, recipes, celebrity demos, equipment demos, knowledgeable personnel, expert advice, cooking techniques, Local Food, Entertainment, Festival Souvenirs, Cooking Demonstration, Clean site, Cultural Attraction, Attractive Environment, Shopping, Friendly service, Event Guide, Opening Closing time, Food Knowledge, Pleasant Smells" are taken from earlier researchers’ studies.[(Smith & Costello, 2009), (Smith et al., 2010), (Santich, 2004), (Ellis et al., 2018), (*Food in Tourism: Attraction and Impediment | Request PDF*, n.d.)].

For secondary sources, bibliometric analysis was used to select the Scopus Journal paper, and co-citation was very helpful in identifying the correct paper.

Data Analysis

For summarising data and taking decisions descriptive and inferential statistics are used. In order to analyse the data, SPSS (Statistical Social Science Package) version 19.0 was used. The mean, standard deviation and paired t-test were used in this study. Paired-test helps us to determine how much improvements or shortcomings exist the pair.

Results and Discussion

According to Table No. 1, 12% did not respond to the survey, while the remaining 88% did. The study's findings were reached after 75 completed responses were analyzed.

Table 2 shows the expected and perceived means, as well as the SDs of attributes. The highest expected mean is 4.08, indicating a pleasant smell, followed by food knowledge (M = 4.03). The highest perceived meaning is 3.01, i.e., pleasant smells followed by opening and closing time, and food knowledge (M = 2.76 and 2.75). It

implies that both the current smells and food knowledge are important aspects of the food festival along with other attributes of the study

Table 1.Survey Responses

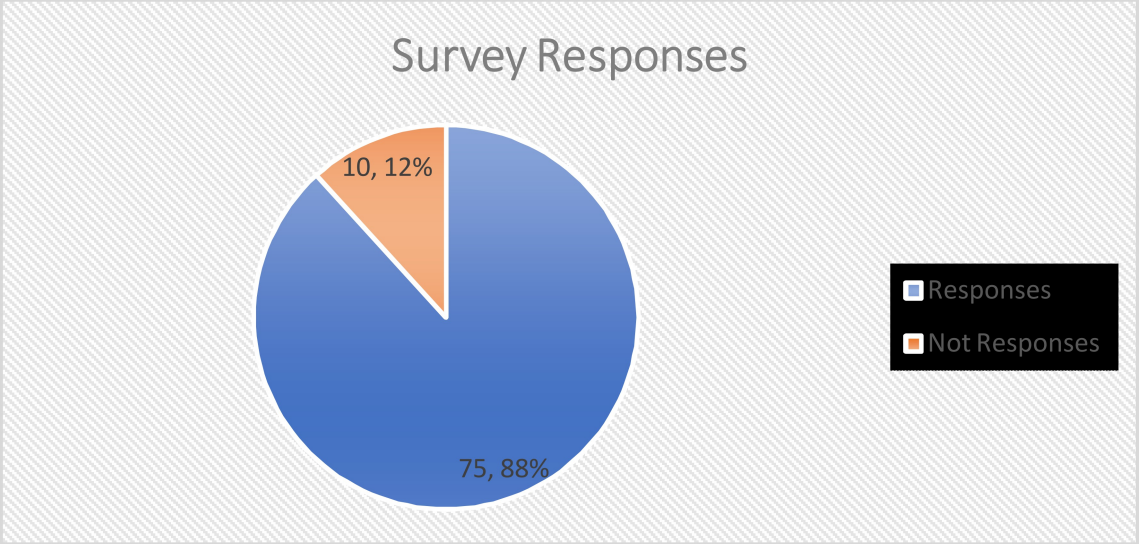

Table 2.Sample Data Mean and SD

Pair No	Group (Attributes)	N	Mean	Std. Deviation
Pair 1	Expectation "Food tasting"	75	4.00	.735
	Perceived of "Food tasting"	75	2.53	.811
Pair 2	Expectation "Convenient Parking"	75	4.00	.735
	Perceived "Convenient Parking"	75	2.40	.822
Pair 3	Expectation ""Food/Beverage Price""	75	4.00	.735
	Perceived "Food /Beverage Price"	75	2.52	.906
Pair 4	Expectation "Come /go"	75	4.00	.735
	Perceived "come go"	75	2.60	.885
Pair 5	Expectation "outdoor activities"	75	4.00	.735
	Perceived "outdoor activities"	75	2.43	.825
Pair 6	Expectation "Recipes"	75	4.00	.735
	Perceived "Recipes"	75	2.75	.917
Pair 7	Expectation "celebrity demos"	75	4.00	.735
	Perceived "celebrity demos"	75	2.53	.811
Pair 8	Expectation "equipment demos"	75	4.00	.735
	Perceived "equipment demos"	75	2.35	.744

Pair 9	Expectation “knowledgeable personnel”	75	4.00	.735
	Perceived “Knowledgeable personnel”	75	2.56	.842
Pair 10	Expectation “Expert advice”	75	4.00	.735
	Perceived “Expert advice”	75	2.49	.906
Pair 11	Expectation “cooking techniques”	75	4.00	.735
	Perceived “cooking techniques”	75	2.59	.807
Pair 12	Expectation “Local Food”	75	4.00	.735
	Perceived “Local Food”	75	2.71	.897
Pair 13	Expectation “Entertainment”	75	4.00	.735
	Perceived “Entertainment”	75	2.64	.864
Pair 14	Expectation “Festival Souvenirs”	75	3.95	.787
	Perceived “Festival Souvenirs”	75	2.44	.858
Pair 15	Expectation “Cooking Demonstration”	75	3.95	.769
	Perceived “Cooking Demonstration”	75	2.40	.854
Pair 16	Expectation “Clean site”	75	3.95	.787
	Perceived “clean site”	75	2.43	.841
Pair 17	Expectation “Cultural Attraction”	75	4.00	.788
	Perceived “Cultural Attraction”	75	2.49	.860
Pair 18	Expectation “Attractive Environment”	75	4.00	.805
	Perceived “Attractive Environment”	75	2.51	.844
Pair 19	Expectation “Shopping”	75	3.95	.769
	Perceived “Shopping”	75	2.44	.826
Pair 20	Expectation “Friendly service”	75	3.99	.744
	Perceived “Friendly service”	75	2.56	.874
Pair 21	Expectation “Event Guide”	75	4.01	.762
	Perceived “Event Guide”	75	2.56	.842
Pair 22	Expectation “Opening Closing time”	75	4.03	.735
	Perceived “Opening Closing time”	75	2.76	.883
Pair 23	Expectation “Food Knowledge”	75	4.03	.822
	Perceived “Food Knowledge”	75	2.75	.840
Pair 24	Expectation “Pleasant Smells”	75	4.08	.834
	Perceived “Pleasant Smells”	75	3.01	.846

1 = very Bad, 2= Bad, 3= Good, 4= Very Good, 5= Excellent

Table No 3 ***(end of the chapter)*** revealed the t value, degree of freedom, and p value (2-tailed significant level) of each paired sample test (attributes with expectation and perceived value) along with paired mean differences, and SD differences along with lower and upper value. The results indicate that all pairs' p-values are statistically 2-tailed significant, i.e., the difference between the pairs exists. In layman's terms, this means that visitors' expectations of the food festival and their perceptions of the festival are read. However, the question of how much improvement is required to maintain equality in the perception of value arises. The greatest paired mean difference is 1.653, followed by 1.600 and 1.573, which are associated with equipment demos and easy parking for "outdoor activities". The critical question is how much of an improvement in the attributes is required to attract more visitors to the 'Ahare Bangla Food Festival' event. In the case of the equipment demos, the percentage is 33.06 and others' related percentage are at Table No.4.

Conclusions and Direction of Future Study

The Table No. 4 ***(end of the chapter)*** depicts the percentage improvement in the meaning of the festival event (Ahare Bangla Food Festival, 2019). The highest and lowest meaning improvement percentages are 33.06 and 21.34, respectively, and are associated with 8 No. pairs (equipment demos) and 24 No. pairs (pleasant smells) on the table. ***(end of the chapter)***

Direction of future study

The results of the study are based on a single culinary event. At different times it can be varying in various locations. Various culinary events will help to conclude the decisions of the events.

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Table 3.Paired Samples Test

Pair No	Group (Attributes)	Paired differences						
		Mean	Std. Deviation	95% Confidence Interval of the Difference		t	df	p-value (2-tailed) Significant
				Lower	Upper			
Pair 1	Expectation "Food tasting"	1.467	.890	1.262	1.672	14.265	74	.000
	Perception of "Food tasting"							
Pair 2	Expectation "Convenient Parking"	1.600	.986	1.373	1.827	14.048	74	.000
	Perceived "Convenient Parking"							
Pair 3	Expectation "Food/Beverage Price"	1.480	1.083	1.231	1.729	11.840	74	.000
	Perceived Food /Beverage Price							
Pair 4	Expectation "come go"	1.400	1.013	1.167	1.633	11.964	74	.000
	Perceived "come go"							
Pair 5	Expectation "outdoor activities"	1.573	.903	1.366	1.781	15.088	74	.000
	Perceived "outdoor activities"							
Pair 6	Expectation "Recipes"	1.253	.931	1.039	1.468	11.654	74	.000
	Perceived "Recipes"							

Pair 7	Expectation “celebrity demos”	1.467	.890	1.262	1.672	14.265	74	.000
	Perceived “celebrity demos”							
Pair 8	Expectation “equipment demos”	1.653	.846	1.459	1.848	16.921	74	.000
	Perceived “equipment demos”							
Pair 9	Expectation “knowledgeable personnel”	1.440	.948	1.222	1.658	13.157	74	.000
	Perceived “Knowledgeable personnel”							
Pair 10	Expectation “Expert advice”	1.507	1.107	1.252	1.761	11.783	74	.000
	Perceived “Expert advice”							
Pair 11	Expectation “cooking techniques”	1.413	.887	1.209	1.617	13.803	74	.000
	Perceived “cooking techniques”							
Pair 12	Expectation “Local Food”	1.293	.955	1.074	1.513	11.723	74	.000
	Perceived “Local Food”							
Pair 13	Expectation “Entertainment”	1.360	1.022	1.125	1.595	11.525	74	.000
	Perceived “Entertainment”							
Pair 14	Expectation “Festival Souvenirs”	1.507	1.095	1.255	1.759	11.915	74	.000
	Perceived “Festival Souvenirs”							
Pair 15	Expectation “Cooking Demonstration”	1.547	1.131	1.287	1.807	11.848	74	.000
	Perceived “Cooking Demonstration”							

Pair 16	Expectation “Clean site”	1.520	1.095	1.268	1.772	12.022	74	.000
	Perceived “clean site”							
Pair 17	Expectation “Cultural Attraction”	1.507	1.070	1.260	1.753	12.193	74	.000
	Perceived “Cultural Attraction”							
Pair 18	Expectation “Attractive Environment”	1.493	1.070	1.247	1.740	12.085	74	.000
	Perceived “Attractive Environment”							
Pair 19	Expectation “Shopping”	1.507	1.095	1.255	1.759	11.915	74	.000
	Perceived “Shopping”							
Pair 20	Expectation “Friendly service”	1.427	1.029	1.190	1.663	12.008	74	.000
	Perceived “Friendly service”							
Pair 21	Expectation “Event Guide”	1.453	1.031	1.216	1.690	12.213	74	.000
	Perceived “Event Guide”							
Pair 22	Expectation “Opening Closing time”	1.267	.963	1.045	1.488	11.388	74	.000
	Perceived “Opening Closing time”							
Pair 23	Expectation “Food Knowledge”	1.280	.966	1.058	1.502	11.470	74	.000
	Perceived “Food Knowledge”							
Pair 24	Expectation “Pleasant Smells”	1.067	1.018	.832	1.301	9.076	74	.000
	Perceived “Pleasant Smells”							

1 = very Bad, 2= Bad, 3= Good, 4= Very Good, 5= Excellent

Table 4.Improvement percentage of the Mean (Group Attributes)

Pair No.	Group (Attributes)	Mean (Group Mean differences	Std. Deviation	Improvement % of Mean
Pair 1	Expectation "Food tasting"	1.467	.890	29.34%
	Perception of "Food tasting"			
Pair 2	Expectation "Convenient Parking"	1.600	.986	32%
	Perceived "Convenient Parking"			
Pair 3	Expectation "Food/Beverage Price"	1.480	1.083	29.6%
	Perceived Food /Beverage Price			
Pair 4	Expectation "come go"	1.400	1.013	28%
	Perceived "come go"			
Pair 5	Expectation "outdoor activities"	1.573	.903	31.46%
	Perceived "outdoor activities"			
Pair 6	Expectation "Recipes"	1.253	.931	25.06%
	Perceived "Recipes"			
Pair 7	Expectation "celebrity demos"	1.467	.890	29.34%
	Perceived "celebrity demos"			
Pair 8	Expectation "equipment demos"	1.653	.846	33.06%
	Perceived "equipment demos"			
Pair 9	Expectation "knowledgeable personnel"	1.440	.948	28.8%
	Perceived "Knowledgeable personnel"			
Pair 10	Expectation "Expert advice"	1.507	1.107	30.14%
	Perceived "Expert advice"			

Pair 11	Expectation “cooking techniques”	1.413	.887	28.26%
	Perceived “cooking techniques”			
Pair 12	Expectation “Local Food”	1.293	.955	25.86%
	Perceived “Local Food”			
Pair 13	Expectation “Entertainment”	1.360	1.022	27.20%
	Perceived “Entertainment”			
Pair 14	Expectation “Festival Souvenirs”	1.507	1.095	30.14%
	Perceived “Festival Souvenirs”			
Pair 15	Expectation “Cooking Demonstration”	1.547	1.131	30.94%
	Perceived “Cooking Demonstration”			
Pair 16	Expectation “Clean site”	1.520	1.095	30.40%
	Perceived “clean site”			
Pair 17	Expectation ‘Cultural Attraction”	1.507	1.070	30.14%
	Perceived “Cultural Attraction”			
Pair 18	Expectation “Attractive Environment”	1.493	1.070	29.86%
	Perceived “Attractive Environment”			
Pair 19	Expectation “Shopping”	1.507	1.095	30.14%
	Perceived “Shopping”			
Pair 20	Expectation “Friendly service”	1.427	1.029	28.54%
	Perceived “Friendly service”			
Pair 21	Expectation “Event Guide”	1.453	1.031	29.06%
	Perceived “Event Guide”			
Pair 22	Expectation “Opening Closing time”	1.267	.963	25.34%
	Perceived “Opening Closing time”			

Pair 23	Expectation “Food Knowledge”	1.280	.966	25.6%
	Perceived “Food Knowledge”			
Pair 24	Expectation “Pleasant Smells”	1.067	1.018	21.34%
	Perceived “Pleasant Smells”			

1 = very Bad, 2= Bad, 3= Good, 4= Very Good, 5= Excellent

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